WHAT IS CLAIMED IS:

1. A computerized real-time, interactive method of building a list of contact records based on selected criteria, the method comprising:

obtaining a geographic area definition, a classification and a threshold value associated with the classification;

generating a search geography code list of geography codes based on the geographic area definition;

determining a selected set of records in a list database based on the geography codes in the search geography code list;

identifying a spatial coordinate and a socio-economic code corresponding to a sub-geography code for each record in the selected set of records;

identifying a classification score for each record in the selected set of records based on the socio-economic code; and

determining identified records in the selected set of records based on a comparison of the classification score with the threshold value and if the spatial coordinate associated with the record is located within the geographic area definition.

2. The method defined in Claim 1, additionally comprising providing a contact address corresponding to each identified record in the selected set of records if a minimum user threshold number of records are identified.

3. The method defined in Claim 2, additionally comprising transmitting to a user the contact addresses for the records in the identified records having contact addresses.

4. The method defined in Claim 2, additionally comprising providing selected append data corresponding to each identified record in the selected set of records.
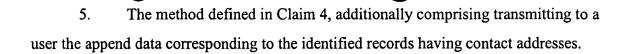
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5.   The method defined in Claim 4, additionally comprising transmitting to a user the append data corresponding to the identified records having contact addresses.

6.   The method defined in Claim 4, wherein the append data includes at least one of the following: contact name, classification score, distance, presence of child, age of child, estimated household income, ownership status, length of time at address, date of birth, gender, marital status, business name, SIC code, number of employees and sales.

7.   The method defined in Claim 4, wherein providing selected append data includes selecting at least one append data type from a list of displayed append data types.

8.   The method defined in Claim 1, additionally comprising providing a contact name and a secondary contact address corresponding to each identified record in the selected set of records if a minimum user threshold number of records are identified.

9.   The method defined in Claim 8, wherein the secondary contact address comprises a telephone number.

10.   The method defined in Claim 1, wherein the list database has a plurality of records and a least one record comprises a zip+6 code and a name code.

11.   The method defined in Claim 1, wherein the geographic area definition comprises:

a desired location identifier; and
a radius.

12.   The method defined in Claim 1, wherein the geographic area definition comprises:

a desired address; and
a polygon around a location identified by the address.

13.   The method defined in Claim 12, wherein the polygon is displayed on a displayed map of the area identified by the address.

14.   The method defined in Claim 1, wherein the geographic area definition comprises a standard geography type from a list of displayed geography types.

15.   The method defined in Claim 14, wherein the geographic area definition further comprises a geography code or a name of a geographical entity.

16.   The method defined in Claim 15, wherein the geography code comprises a zip code.

17.   The method defined in Claim 1, wherein the classification is part of a list of displayed classifications.

18.   The method defined in Claim 1, wherein the threshold value associated with the classification is part of a list of displayed threshold values.

19.   The method defined in Claim 1, wherein the list of contact records comprises a mailing list.

20.   The method defined in Claim 1, wherein the list of contact records comprises a plurality of records, and wherein one of the records includes at least one of the following: physical address, electronic address, telephone number, facsimile number, Internet Protocol address, pager number, network address or universal resource locator.

21.   The method defined in Claim 1, wherein the geography codes are a hierarchical component of a zip code.

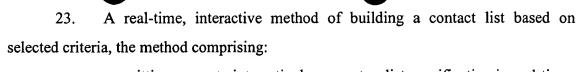22.   The method defined in Claim 1, wherein the spatial coordinate comprises an interleaved latitude and longitude.

23.   A real-time, interactive method of building a contact list based on selected criteria, the method comprising:

permitting a user to interactively generate a list specification in real-time;

transmitting the list specification over a network to a server having a

5   memory; and

building a contact list on the server in real-time based on the list specification, wherein the contact list comprises a plurality of records.

24.   The method defined in Claim 23, further including specifying an area of

10   interest, wherein the area of interest may be of any size and any shape.

25.   The method defined in Claim 23, further including specifying a product selected from a plurality of products and specifying a threshold score for the product.

26.   The method defined in Claim 25, wherein the threshold score for the

15   product is indicative of a predetermined level of consumption of the product.

27.   The method defined in Claim 23, wherein building the contact list on the server includes:

20   generating an intermediate list based on the list specification; and

approving the number of records in the intermediate list.

28.   The method defined in Claim 27, wherein building the contact list on the server includes providing selected append data for the each of the records in the

25   intermediate list if the number of records is approved.

29.   The method defined in Claim 28, wherein the append data includes at least one of the following: age, gender, marital status, estimated income, property value, ownership status, length of time at address, education level, occupation, presence of

30   child, and age of child.

30.   The method defined in Claim 28, wherein providing selected append data includes selecting at least one append data type from a list of append data types.

31. The method defined in Claim 27, further including permitting the user to select screening data.

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32. The method defined in Claim 31, wherein generating the intermediate list includes applying the screening data.

33. The method defined in Claim 31, further including selecting at least one screening data type from a list of screening data types.

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34. The method defined in Claim 23, wherein building the contact list on the server in real-time comprises building the list from a database stored in random access memory.

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35. The method defined in Claim 23, additionally comprising transmitting the contact list to a first client machine.

36. The method defined in Claim 35, wherein transmitting the contact list includes approving a number of records in the contact list.

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37. The method defined in Claim 35, additionally comprising collecting information via a browser to generate the list specification.

38. The method defined in Claim 37, wherein the browser collects the

25 information at a second client machine.

39. The method defined in Claim 38, wherein the first client machine and the second client machine are the same machine.

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40. The method defined in Claim 35, additionally comprising transmitting a message to electronic addresses listed in the contact list transmitted to the first client machine.

41. The method defined in Claim 35, wherein the contact list is subject to

35 one of the following restrictions: read-only usage, one-time usage, or unlimited usage.
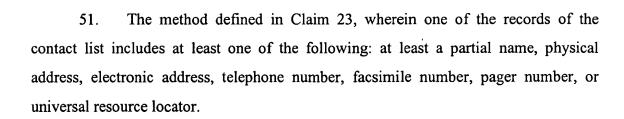
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42.   The method defined in Claim 23, additionally comprising collecting information via an applet to generate the list specification.

5   43.   The method defined in Claim 23, further including:

        entering a desired address; and

        specifying a radius from the desired address.

        44.   The method defined in Claim 23, further including:

10   entering a desired location identifier; and

        specifying a polygon around a location identified by the location identifier.

        45.   The method defined in Claim 44, wherein specifying the polygon

15   includes drawing the polygon on a displayed map of the area identified by the address.

        46.   The method defined in Claim 23, further including selecting a standard geography type from a list of standard geography types.

20   47.   The method defined in Claim 46, further including entering a geography code or a name of a geographical entity.

        48.   The method defined in Claim 47, wherein the geography code comprises a zip code.

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        49.   The method defined in Claim 46, wherein the standard geography type is selected from the list of standard geography types including zip codes, dominant marketing areas, cities, places, counties, states, telephone area codes, minor civil divisions, metropolitan statistical areas, legislative districts, voting districts and school

30   districts.

        50.   The method defined in Claim 23, further including:

        selecting a product from a list of displayed products; and

        identifying a threshold score associated with the product.

51. The method defined in Claim 23, wherein one of the records of the contact list includes at least one of the following: at least a partial name, physical address, electronic address, telephone number, facsimile number, pager number, or universal resource locator.

52. The method defined in Claim 23, wherein the contact list comprises a mailing list.

53. The method defined in Claim 23, wherein the contact list comprises a household list, a business list or an individual list.

54. A real-time, interactive method of building a contact list based on selected criteria, the method comprising:

interactively generating a list specification in real-time; and

building a contact list on a server in real-time based on the list specification record.

55. The method defined in Claim 54, additionally comprising collecting information so as to generate the list specification at the server.

56. The method defined in Claim 54, wherein the contact list comprises a plurality of records, and wherein one of the records includes at least one of the following: physical address, electronic address, telephone number, facsimile number, Internet Protocol address, pager number, or universal resource locator.

57. A real-time, interactive method of building a contact list on a computer network based on selected criteria, the method comprising:

interactively generating a list specification in real-time, comprising:

interactively specifying a geographically defined area for which a contact list is desired including receiving user input, and

interactively selecting a product from a plurality of products and a threshold score for the product including receiving user input;

transmitting the list specification over the computer network to a server having a memory;

5   building the contact list on the server in real-time based on the list specification; and

transmitting the contact list to a user-specified node on the computer network if one or more characteristics of the contact list are approved by a user.

10   58.   The method defined in Claim 57, wherein the characteristics of the contact list include a number of names/records on the contact list, the list specification for the contact list and a cost of the contact list.

59.   The method defined in Claim 57, wherein interactively generating a list 15   specification in real-time further comprises interactively selecting additional data from a list of data appendable to the contact list.

60.   The method defined in Claim 57, additionally comprising:

storing the list specification in a memory; and

20   rebuilding the contact list at a predetermined future time based on the stored list specification.

61.   The method defined in Claim 60, wherein the stored list specification corresponds to a selected business location of a multiple location business.

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62.   The method defined in Claim 57, wherein building the contact list on the server in real-time comprises building the contact list from a database stored in random access memory.

30   63.   The method defined in Claim 57, wherein the contact list comprises a plurality of records, and wherein one of the records includes at least one of the

following: physical address, electronic address, telephone number, facsimile number, Internet Protocol address, pager number, or universal resource locator.

64.   The method defined in Claim 57, wherein interactively generating a list specification in real-time is performed on a user specification node on the computer network.

65.   The method defined in Claim 64, wherein the user specification node and the user-specified node are different nodes on the computer network.

66.   The method defined in Claim 57, wherein the contact list comprises a household list, a business list or an individual list.

67.   The method defined in Claim 57, additionally comprising transmitting a message to electronic addresses listed in the contact list transmitted to the user-specified node.

68.   The method defined in Claim 57, wherein the contact list is subject to one of the following restrictions: read-only usage, one-time usage, or unlimited usage.

69.   A system for interactively generating a contact list in real-time based on selected criteria, the system comprising:
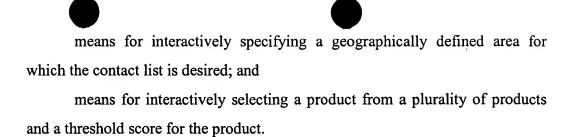
a server connected to a network;

means for interactively generating a list specification in real-time;

means for transmitting the list specification to the server via the network;

means for building a contact list on the server in real-time based on the list specification; and

means for transmitting the contact list to a user-specified node on the network if one or more characteristics of the contact list are approved by a user.

70.   The system defined in Claim 69, wherein the means for interactively generating a list specification comprises:

means for interactively specifying a geographically defined area for which the contact list is desired; and

means for interactively selecting a product from a plurality of products and a threshold score for the product.

71.   The system defined in Claim 69, wherein the contact list comprises a plurality of records, and wherein one of the records includes at least one of the following: physical address, electronic address, telephone number, facsimile number, Internet Protocol address, pager number, or universal resource locator.

72.   The system defined in Claim 69, wherein the means for interactively generating a list specification in real-time includes a user specification node on the network.

73.   The system defined in Claim 72, wherein the user specification node and the user-specified node are different nodes on the network.

74.   The system defined in Claim 69, wherein the contact list comprises a household list, a business list or an individual list.

75.   A computer system for interactively building a contact list in real-time based on selected criteria, the system comprising:

a user specification process module configured to receive user input so as to interactively generate a list specification in real-time;

a geography list process module configured to receive the list specification and to generate a list of selected geography codes in real-time based on the list specification;

a list select and data append process module configured to generate an intermediate list in real-time based on the list of selected geography codes and the list specification; and
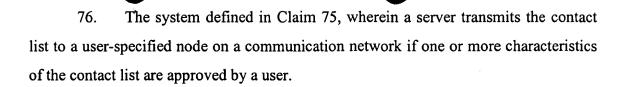
a contact item lookup process module configured to build a contact list in real-time based on the intermediate list.

76.   The system defined in Claim 75, wherein a server transmits the contact list to a user-specified node on a communication network if one or more characteristics of the contact list are approved by a user.
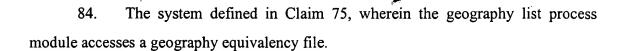
5   77.   The system defined in Claim 76, wherein the characteristics of the contact list include a number of records on the contact list, the list specification for the contact list, and a cost of the contact list.

78.   The system defined in Claim 76, additionally comprising a client device
10   connected to the communication network, wherein the client device comprises the user-specified node.

79.   The system defined in Claim 76, wherein the user-specified node transmits a message to electronic addresses on the communication network listed in the
15   contact list.

80.   The system defined in Claim 76, wherein the contact list is subject to one of the following restrictions: read-only usage, one-time usage, or unlimited usage.

20   81.   The system defined in Claim 75, wherein the geography list process module, the list select and data append process module, and the contact item lookup process module are executed in real-time on a server having a memory.

82.   The system defined in Claim 75, additionally comprising a client device
25   connected to a communication network, wherein the user specification process module executes on the client device.

83.   The system defined in Claim 75, wherein the user specification process module accesses one of a plurality of geo-demographic profiles and a mapping database
30   or a geography name database.

84.   The system defined in Claim 75, wherein the geography list process module accesses a geography equivalency file.

85.   The system defined in Claim 75, wherein the list select and data append process module accesses a product score table and a geography index.

86.   The system defined in Claim 85, wherein the list select and data append process module further accesses a geo-demographic directory, a geography to spatial coordinate database, a list database, and a demographic attributes database based on the geography index.

87.   The system defined in Claim 86, wherein the spatial coordinates of the geography to spatial coordinate database comprise interleaved latitude and longitude pairs.

88.   The system defined in Claim 75, wherein the contact item lookup process module accesses an address coding guide and a name database.

89.   The system defined in Claim 75, wherein the geography codes are a hierarchical component of a zip code.

90.   The system defined in Claim 81, wherein the memory includes random access memory configured to store at least one database so as to facilitate the real-time execution of the process modules.

91.   The system defined in Claim 75, wherein the contact list comprises a plurality of records, and wherein one of the records includes at least one of the following: physical address, electronic address, telephone number, facsimile number, Internet Protocol address, pager number, network address or universal resource locator.

92.   The system defined in Claim 75, wherein the contact list comprises a household list, a business list or an individual list.